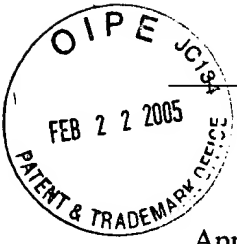


2611  
JFW

Please Direct All Correspondence to Customer Number 26332



## AMENDMENT / RESPONSE TRANSMITTAL

Applicant : William P. Price et al.  
 App. No : 09/773,940  
 Filed : January 31, 2001  
 For : SYSTEM AND METHOD FOR  
 SELECTING CONTENT TO BE  
 PRESENTED TO A USER  
 Examiner : Ngoc K. Vu  
 Art Unit : 2611

## CERTIFICATE OF MAILING

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

February 15, 2005

(Date)

Bruce S. Itchkawitz, Reg. No. 47,677

## Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

(X) Response in 15 pages.

The fee has been calculated as shown below:

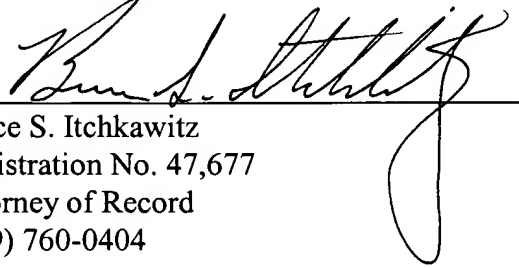
FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Total Claims	30 - 30 = 0	1202 (\$50)	0 x 50 =	\$0
Independent Claims	3 - 3 = 0	1201 (\$200)	0 x 200 =	\$0
Multiple Claim		1203 (\$360)		\$0
			<b>TOTAL FEE DUE</b>	<b>\$0</b>

(X) Return prepaid postcard.

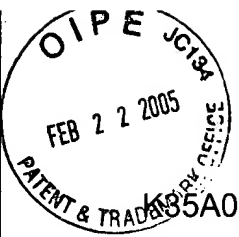
Please Direct All Correspondence to Customer Number 26332

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- (X) Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.



Bruce S. Itchkawitz  
Registration No. 47,677  
Attorney of Record  
(949) 760-0404



55A0755/LQM 1733-2001 (WESDIG.049A)

PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants	:	William P. Price et al.
Appl. No.	:	09/773,940
Filed	:	January 31, 2001
For	:	SYSTEM AND METHOD FOR SELECTING CONTENT TO BE PRESENTED TO A USER
Examiner	:	Ngoc K. Vu
Group Art Unit	:	2611
Confirmation No.:	:	3283

**RESPONSE TO NOVEMBER 16, 2004 OFFICE ACTION**

**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, Virginia 22313-1450

Dear Sir:

In response to the November 16, 2004 Office Action, Applicants submit the following:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.